Rep Order# 6838485 **Ver#** 1 Status New Traffic Order# 6838485 EC'd Yes

**Printed:** 08/03/2012 8:14 AM Last Received: 08/03/2012 8:04 AM

**Showing Buylines:** All Lines

KTNV-TV LAS VEGAS, NV Station

) .NRCC/IE Advertiser ( NRCC IE 2012 **Product** 

Estimate# 2956

**Buyer** Tracey Robinson

Phone# Fax#

) NATIONAL MEDIA RESEARCH PLANNNING Rep Firm Agency Sales Office (

& PLACEMENT, 815 SLATER LANE ALEXANDRIA, VA 22314

Agency C/P1/P2/E 155/426/2956

Flight Dates **Hiatus Weeks** 

09/14/2012 - 09/20/2012

Salesperson Phone# Salesperson FAX#

Salesperson (

215-567-6005 215-567-5938

) PHILADELPHIA

) ANJIE BRADY

1 of 7

--- CONTRACT COMMENT ---

SC=\*

--- REMARKS ---

THANKS, ANGELA

THIS IS A NEW CONTRACT TOTAL 41,550 PLS CONFIRM ASAP

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	Daypart
Rating	1: 1.0	F	 5A-6A	ACTION NWS@5AM	:30	\$225.00	09/14-09/14	1	1	1	\$225.00	
Rating	2: 1.0	M	5A-6A	ACTION NWS@5AM	:30	\$225.00	09/17-09/17	1	1	1	\$225.00	
Rating	3: 1.0	TU	5A-6A	ACTION NWS@5AM	:30	\$225.00	09/18-09/18	1	1	1	\$225.00	
Rating	4: 1.0	W	5A-6A	ACTION NWS@5AM	:30	\$225.00	09/19-09/19	1	1	1	\$225.00	
Rating	5 : 1.0	TH	5A-6A	ACTION NWS@5AM	:30	\$225.00	09/20-09/20	1	1	1	\$225.00	
Rating		F	6A-7A	ACTION NWS@6AM	:30	\$450.00	09/14-09/14	1	1	1	\$450.00	
Rating	7: 1.2	M	6A-7A	ACTION NWS@6AM	:30	\$450.00	09/17-09/17	1	1	1	\$450.00	
Rating	8: 1.2	TU	6A-7A	ACTION NWS@6AM	:30	\$450.00	09/18-09/18	1	1	1	\$450.00	

6838485 **Ver#** 1 **Status** New **Traffic Order#** 6838485

Rep Order# EC'd Yes Printed: Last Received:

08/03/2012 8:14 AM 08/03/2012 8:04 AM 2 of 7

**Showing Buylines:** All Lines

Advertiser Product	INV-TV LAS VEGAS, NV ( ).NRCC/IE NRCC IE 2012 2956			Agency ( & PLA ALEXA Agency C/P1/P2/I	NG Rep Firm Sales Office ( ) PHILADELPHIA Salesperson ( ) ANJIE BRADY							
	Tracey Robins	son		Flight Dates Hiatus Weeks		2012 - 09/20/2012		Salesperson Phone# Salesperson FAX#		215-567-6005 215-567-5938		
LT Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
9 Rating: 1.2	W	6A-7A	ACTION NWS@6AM		:30	\$450.00	09/19-09/19	1	1	1	\$450.00	
10 Rating: 1.2	TH	6A-7A	ACTION NWS@6AM		:30	\$450.00	09/20-09/20	1	1	1	\$450.00	
11 Rating: 1.2	F	7A-9A	GD MRN AMR		:30	\$450.00	09/14-09/14	1	1	1	\$450.00	
12 Rating: 1.2	М	7A-9A	GD MRN AMR		:30	\$450.00	09/17-09/17	1	1	1	\$450.00	
13 Rating: 1.2	TU	7A-9A	GD MRN AMR		:30	\$450.00	09/18-09/18	1	1	1	\$450.00	
14 Rating: 1.2	W	7A-9A	GD MRN AMR		:30	\$450.00	09/19-09/19	1	1	1	\$450.00	
15 Rating: 1.2	TH	7A-9A	GD MRN AMR		:30	\$450.00	09/20-09/20	1	1	1	\$450.00	
16 Rating: 1.0	SA	5A-6A	ACTN NWS SA@5A		:30	\$225.00	09/15-09/15	1	1	1	\$225.00	
17 Rating: 1.7	SA	6A-7A	ACTN NWS SA@6A		:30	\$450.00	09/15-09/15	2	1	2	\$900.00	
18 Rating: 1.2		8A-9A	ACTN NWS SA@8A		:30	\$450.00	09/15-09/15	1	1	1	\$450.00	
19 Rating: 1.2		5A-6A	ACTN NWS SU@5A		:30	\$225.00	09/16-09/16	2	1	2	\$450.00	

Rep Order# 6838485 Ver# 1 Status New Traffic Order# 6838485 EC'd Yes

Printed: Last Received:

08/03/2012 8:14 AM 08/03/2012 8:04 AM 3 of 7

**Showing Buylines:** All Lines

Station KTNV-TV LAS VEGAS, NV Advertiser ( ).NRCC/IE Product NRCC IE 2012 Estimate# 2956				& PLA ALEXA <b>Agency C/P1/P2</b> /	NG Rep Firm Sales Office ( ) PHILADELPHIA Salesperson ( ) ANJIE BRADY							
Buyer Phone# Fax#	hone#			Flight Dates 09/14/2012 - 09/20/2012 Hiatus Weeks				Salesperson Salesperson		215-567-6005 215-567-5938		
LT Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	Daypart
20 Rating: 1.4	SU	6A-7A	ACTN NWS SU@6A		:30	\$450.00	09/16-09/16	1	1	1	\$450.00	
21 Rating: 1.6	SU 5	8A-9A	ACTN NWS SU@8A		:30	\$450.00	09/16-09/16	2	1	2	\$900.00	
22 Rating: 1.5	F	11A-12P	ACTN NEWS@11AM		:30	\$450.00	09/14-09/14	1	1	1	\$450.00	
23 Rating: 1.5	M	11A-12P	ACTN NEWS@11AM		:30	\$450.00	09/17-09/17	1	1	1	\$450.00	
24 Rating: 1.5	TU 5	11A-12P	ACTN NEWS@11AM		:30	\$450.00	09/18-09/18	1	1	1	\$450.00	
25 Rating: 1.5	W	11A-12P	ACTN NEWS@11AM		:30	\$450.00	09/19-09/19	1	1	1	\$450.00	
26 Rating: 1.5	TH 5	11A-12P	ACTN NEWS@11AM		:30	\$450.00	09/20-09/20	1	1	1	\$450.00	
27 Rating: 1.6	F 5	4P-5P	JUDGE JUDY		:30	\$400.00	09/14-09/14	2	1	2	\$800.00	
28 Rating: 1.6	M 5	4P-5P	JUDGE JUDY		:30	\$400.00	09/17-09/17	2	1	2	\$800.00	
29 Rating: 1.6	TU 5	4P-5P	JUDGE JUDY		:30	\$400.00	09/18-09/18	2	1	2	\$800.00	
30 Rating: 1.6	W	4P-5P	JUDGE JUDY		:30	\$400.00	09/19-09/19	2	1	2	\$800.00	

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Showing Buylines: All Lines

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Station KTNV-TV LAS VEGAS, NV Advertiser ( ).NRCC/IE Product NRCC IE 2012 Estimate# 2956				Agency ( ) & PLAC ALEXA Agency C/P1/P2/F	ING Rep Firm Sales Office ( ) PHILADELPHIA Salesperson ( ) ANJIE BRADY							
Buyer Phone# Fax#	Tracey Robin	ison		Flight Dates Hiatus Weeks	E 155/426/2956 09/14/2012 - 09/20/2012			Salesperson Phone# Salesperson FAX#		215-567-6005 215-567-5938		
LT Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
31 Rating: 1.	TH	4P-5P	JUDGE JUDY		:30	\$400.00	09/20-09/20	2	1	2	\$800.00	
32 Rating: 1.	F 9	5P-530P	ACTION NWS@5PM		:30	\$500.00	09/14-09/14	1	1	1	\$500.00	
33 Rating: 1.	M 9	5P-530P	ACTION NWS@5PM		:30	\$500.00	09/17-09/17	1	1	1	\$500.00	
34 Rating: 1.	TU 9	5P-530P	ACTION NWS@5PM		:30	\$500.00	09/18-09/18	1	1	1	\$500.00	
35 Rating: 1.	W 9	5P-530P	ACTION NWS@5PM		:30	\$500.00	09/19-09/19	1	1	1	\$500.00	
36 Rating: 1.	TH 9	5P-530P	ACTION NWS@5PM		:30	\$500.00	09/20-09/20	1	1	1	\$500.00	
37 Rating: 1.	F 5	6P-7P	ACTION NWS@6PM		:30	\$750.00	09/14-09/14	1	1	1	\$750.00	
38 Rating: 1.	M 5	6P-7P	ACTION NWS@6PM		:30	\$750.00	09/17-09/17	1	1	1	\$750.00	
39 Rating: 1.	TU 5	6P-7P	ACTION NWS@6PM		:30	\$750.00	09/18-09/18	1	1	1	\$750.00	
40 Rating: 1.	W 5	6P-7P	ACTION NWS@6PM		:30	\$750.00	09/19-09/19	1	1	1	\$750.00	
41 Rating: 1.		6P-7P	ACTION NWS@6PM		:30	\$750.00	09/20-09/20	1	1	1	\$750.00	

Rep Order# 6838485 Ver# 1 Status New Traffic Order# 6838485 EC'd Yes

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Showing Buylines: All Lines

Station KTNV-TV LAS VEGAS, NV Advertiser ( ).NRCC/IE Product NRCC IE 2012 Estimate# 2956				Agency ( & PLA & PLA ALEXA Agency C/P1/P2/I	NG Rep Firm Sales Office ( ) PHILADELPHIA Salesperson ( ) ANJIE BRADY							
	Buyer Tracey Robinson Phone#			Flight Dates Hiatus Weeks	Salesperson Phone# Salesperson FAX#		215-567-6005 215-567-5938					
LT Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	Weeks	Total Spots	Total Cost	Daypart
42 Rating: 1.8	SU	6P-630P	ACTION NWS@6PM		:30	\$500.00	09/16-09/16	1	1	1	\$500.00	
43 Rating: 1.2	F	7P-730P	ACCESS HOLLYWD		:30	\$400.00	09/14-09/14	1	1	1	\$400.00	
44 Rating: 1.2	М	7P-730P	ACCESS HOLLYWD		:30	\$400.00	09/17-09/17	1	1	1	\$400.00	
45 Rating: 1.2	TU	7P-730P	ACCESS HOLLYWD		:30	\$400.00	09/18-09/18	1	1	1	\$400.00	
46 Rating: 1.2	W	7P-730P	ACCESS HOLLYWD		:30	\$400.00	09/19-09/19	1	1	1	\$400.00	
47 Rating: 1.2	TH	7P-730P	ACCESS HOLLYWD		:30	\$400.00	09/20-09/20	1	1	1	\$400.00	
48 Rating: 1.2	F	730P-8P	MILLIONAIRE		:30	\$400.00	09/14-09/14	1	1	1	\$400.00	
49 Rating: 1.2	М	730P-8P	MILLIONAIRE		:30	\$400.00	09/17-09/17	1	1	1	\$400.00	
50 Rating: 1.2	TU	730P-8P	MILLIONAIRE		:30	\$400.00	09/18-09/18	1	1	1	\$400.00	
51 Rating: 1.2	W	730P-8P	MILLIONAIRE		:30	\$400.00	09/19-09/19	1	1	1	\$400.00	
52 Rating: 1.2	тн	730P-8P	MILLIONAIRE		:30	\$400.00	09/20-09/20	1	1	1	\$400.00	

Rep Order# EC'd Yes Traffic Order# 6838485 6838485 Ver# 1 Status New

Printed: 08/ Last Received: 08/0 Showing Buylines: All Lines

08/03/2012 8:14 AM 08/03/2012 8:04 AM

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Station KTNV-TV LAS VEGAS, NV Advertiser ( ).NRCC/IE Product NRCC IE 2012 Estimate# 2956					Agency ( & PL ALE Agency C/P1/P	NG Rep Firm Sales Office ( ) PHILADELPHIA Salesperson ( ) ANJIE BRADY							
Buyer Phone Fax#		Гracey Robins	on		Flight Dates Hiatus Weeks	Salesperson Salesperson		215-567-6005 215-567-5938					
LT	Ln	Day	Time	Program		Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
Rating	53	M	8P-11P	CMA MUSIC FESTIVAL		:30	\$5,000.00	09/17-09/17	1	1	1	\$5,000.00	
Rating	54 j: 4.8	TU	9P-11P	B.WALTERS SPL		:30	\$3,500.00	09/18-09/18	1	1	1	\$3,500.00	
Rating	55 ;: 2.6	F	11P-1135P	ACTION NWS@11P		:30	\$1,200.00	09/14-09/14	1	1	1	\$1,200.00	
Rating	56 g: 2.6	TU	11P-1135P	ACTION NWS@11P		:30	\$1,200.00	09/18-09/18	1	1	1	\$1,200.00	
Rating	57 g: 2.6	W	11P-1135P	ACTION NWS@11P		:30	\$1,200.00	09/19-09/19	1	1	1	\$1,200.00	
Rating	58 j: 2.6	TH	11P-1135P	ACTION NWS@11P		:30	\$1,200.00	09/20-09/20	1	1	1	\$1,200.00	
Rating	59 1 3	F	1135P- 1205A	ABC-NITELINE		:30	\$450.00	09/14-09/14	1	1	1	\$450.00	
Rating	60	М	1135P- 1205A	ABC-NITELINE		:30	\$450.00	09/17-09/17	1	1	1	\$450.00	
Rating	61 g: 1.3	TU	1135P- 1205A	ABC-NITELINE		:30	\$450.00	09/18-09/18	1	1	1	\$450.00	
Rating	62 g: 1.3	W	1135P- 1205A	ABC-NITELINE		:30	\$450.00	09/19-09/19	1	1	1	\$450.00	

Rep Order# 6838485 Ver# 1 Status New Traffic Order# 6838485 **Printed:** 08/03/2012 8:14 AM 7 of 7 EC'd Yes **Last Received:** 08/03/2012 8:04 AM

**Showing Buylines:** All Lines

KTNV-TV LAS VEGAS, NV ) NATIONAL MEDIA RESEARCH PLANNNING Rep Firm Station Agency & PLACEMENT, 815 SLATER LANE Sales Office ( Advertiser ) .NRCC/IE

ALEXANDRIA, VA 22314

Agency C/P1/P2/E 155/426/2956 Flight Dates 09/14/2012 - 09/20/2012

Salesperson Phone# 215-567-6005 **Hiatus Weeks** Salesperson FAX# 215-567-5938

> Len Rate Dates Spots/Week # of Total Cost Total Daypart Weeks Spots \_\_\_\_ :30 \$450.00 09/20-09/20 1 1 1 \$450.00

Salesperson (

) PHILADELPHIA

) ANJIE BRADY

Rating: 1.3

**Product** 

**Buver** 

Fax# LT

Phone#

Estimate#

Ln

63

---REPORT TOTALS---

Report Totals: 71 / \$41,550.00

NRCC IE 2012

Tracey Robinson

Time

1135P-

1205A

Program

ABC-NITELINE

2956

Day

TH

---SALES MONTHLY TOTALS---

Sep 12: 71 / \$41,550.00

Sales Totals: 71 / \$41,550.00 Station Totals: 71 / \$41,550.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$207,750 KBLR 0 % KLAS 20% KSNV 29% KTNV 20% KTUD 0%

KVCW 0 % 3% KVVU 28% KVMY

--- COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11

RA35+ Demos

--- CREDIT RISK ---

CASH IN ADVANCE